Panasonic Meeting with FCC
Re: <tru2way> Set-Back Box

December 1, 2009

Panasonic ideas for life

Denver, Co.

Chicago, Il.

Boston

Atlanta, Ga.

Chicago launched 10/26/08
Denver launched   10/26/08
Atlanta launched   2/22/09
Boston will launch 12/15/09

Panasonic ideas for life

§ 15.123 Labeling of digital cable ready products.

Tuning of analog and digital channels
"(b) A unidirectional digital cable product may not be labeled with or marketed using the term ''digital cable ready,'' or other terminology that describes the device as ''cable ready'' or ''cable compatible,'' or otherwise indicates that the device accepts a POD or conveys the impression that the device is compatible with digital cable service unless it implements at a minimum the following features:
(1) **Tunes NTSC analog channels** transmitted in-the-clear.
(2) **Tunes digital channels** that are transmitted in compliance with SCTE 40 2003…"
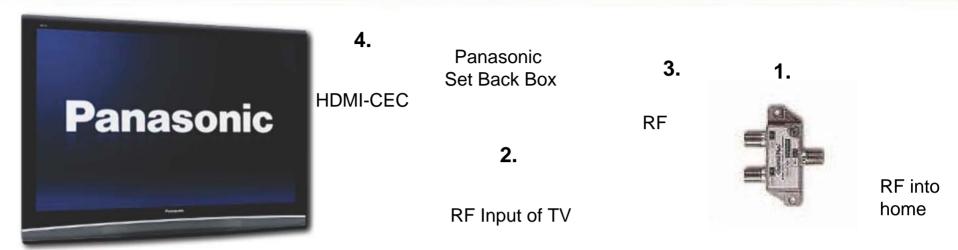
Labeling
"(d) Manufacturers and importers shall provide in appropriate post-sale material that describes the features and functionality of the product, such as the owner's guide, the following language: "This digital television is capable of receiving **analog basic**, digital basic and digital premium cable television programming by direct connection to a cable system providing such programming. A security card provided by your cable operator is required to view encrypted digital programming. **Certain advanced and interactive digital cable services such as video-on-demand, a cable operator's enhanced program guide and data-enhanced television services may require the use of a set-top box**. For more information call your local cable operator.''

§ 15.118 Cable ready consumer electronics equipment.

Tuning of analog and digital channels
(b) Cable ready consumer electronics equipment shall be capable of **receiving all NTSC or similar video channels** on channels 1 through 125 of the channel allocation plan set forth in CEA–542–B: ''CEA Standard: Cable Television Channel Identification Plan,'' (incorporated by reference, see § 15.38).

December 1, 2009

4.

Panasonic
Set Back Box

3.   **1.**

HDMI-CEC

RF

2.

RF into home

RF Input of TV

1. **Insert a RF splitter prior to the Set Back Box.**
2. **Utilizing RF cable, one side of the splitter is inserted directly into the TV's male RF connector.**
3. **Utilizing RF, the other side of the splitter is inserted into the Panasonic Set Back Box.**
4. **From the Set Back Box, digital signal is established through HDMI-CEC protocol.**

5. **HDMI-CEC extension for OpenCable automatically initializes input mode.**
   "one-touch play" / "device select" will automatically set the input to SBB.

6. **From ViERA TV menu, user selects RF in.**
7. **From typical ViERA TV setup menu, user does an "Analog Only" auto-scan.**

CableIn mode (Analog only): Tuning via ViERA TV
- User can channel up/down to all analog channels via Remote Control, same as all ViERA TVs. See ViERA TV – SBB Setup Slide (Steps 6,7)

HDMI mode (Digital only): Tuning via Guide
- tru2way Guide received and shows all digital channels in map, same as tru2way STB.
- User selects any channel via tru2way Guide, same as tru2way STB.

Switching between Analog and Digital viewing modes:
- User manually selects source input from ViERA TV native menu.
  - HDMI as source input, SBB in control.   (Digital)
  - CableIn as source input, ViERA TV in control. (Analog)

Note: All PEG (public access, educational and governmental channels) can be viewed – including any accessed via switched digital video.

Note: Very low percentage of customers expected to need analog tuning due to Analog/Digital Simulcast and digital-tru2way markets.